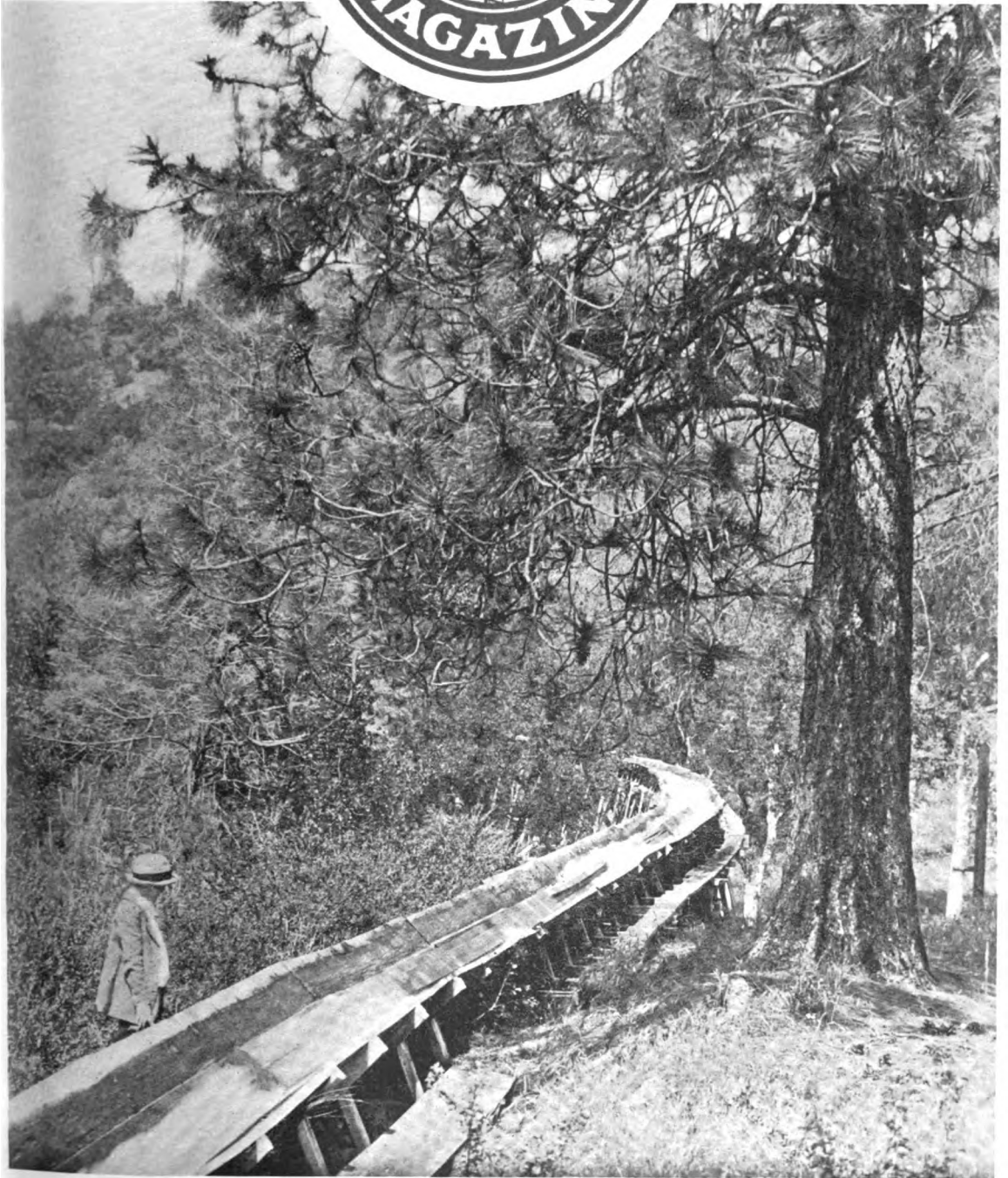


GIFT
JUL 13 1925



San Joaquin Power



Lumber on a 63-mile journey from Sugar Pine to Madera.

April, 1925

PUBLISHED MONTHLY BY THE SAN JOAQUIN LIGHT & POWER CORPORATION

Price 10 Cents

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An Empire Made to Order

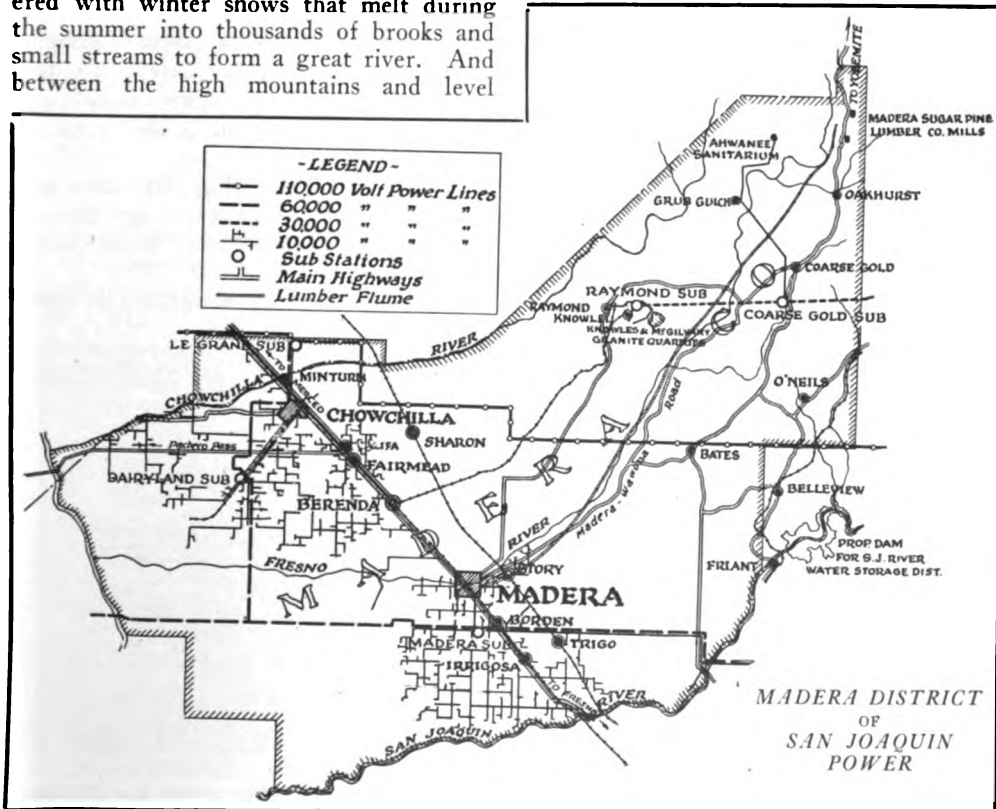
Every Element Necessary For the Building of a Prosperous and Self-Sustaining Community Is Found in Madera County.

IF asked to name all the natural advantages necessary for the building of an empire, what would be your selection?

First of all, you will say, an abundance of sunshine, water and rich soil. A broad fertile valley crossed by streams would be selected for food production. Then nearby, a range of mountains stored with precious metals, valuable minerals and building stone, and covered with tall trees for lumber. Mountains high and grand with imposing scenery, and the peaks covered with winter snows that melt during the summer into thousands of brooks and small streams to form a great river. And between the high mountains and level

plains, a country of rolling foothills where beef cattle, sheep and goats may graze and grow fat, with just below a series of bench lands for choice fruits and fine estates overlooking the valley. Have it all near the sea, yet protected from the sea winds by a low range of mountains.

Such an empire would be ready for the hand of man. The rich lands for farms, with cities nearby; the foothills for the herdsman, the mountains for the woodsman and miner; and the products of these



basic industries for the craftsman in the cities to prepare as food or fabricate into useful merchandise for the markets of the world.

A nice little dream picture, you may say. Yes, but also a picture of a ready-made empire that actually exists. It is a picture of Madera County, the geographical center of California.

MADERA MEANS TIMBER

The 2,350 square miles of the county is about equally divided into mountainous, foothill and valley country. The name is derived from the Spanish word "madera," meaning timber, given the town when the old California Lumber Company located its mills at the end of a 63-mile flume on the banks of the Fresno River some forty-nine years ago. This was before Madera County was sliced off from Fresno County. When the new county was formed in May, 1893, Madera was made the county seat and the name given to the county. As timber gave the city of Madera its start and has continued to be one of the most important products of the county, the name is quite appropriate.

Yet timber is not the only product of the mountains of Madera County. More than thirty-eight million dollars in gold has been taken from the vicinity of Coarse Gold alone, while the largest deposit of iron ore on the Pacific Coast is at Mt. Raymond and the Minarets, 55 miles from the City of Madera. Zinc, lead, copper, silver and other ores are known to exist in large quantities, and the finest granite obtained in the state is at Raymond, 12 miles east of Madera. The county might easily win renown as a mining and lumbering center, if it had nothing else. The mountains and streams of Madera County also are the source of considerable hydro-electric power that is contributing to the wealth and development of the San Joaquin Valley. Additional water power will be developed by the proposed 200-foot dam across the San Joaquin River near Friant to supply water for the San Joaquin River Water Storage District.

Some of the finest scenery in the State, including the Mariposa Big Trees, are also in Madera County mountains.

FUTURE RESTS ON AGRICULTURE

While timber and mining have been the leading industries in Madera County its future rests on agriculture, stock raising, and dairying. As an agricultural county, Madera is young in development, it being but thirty-two years ago that this county was separated from Fresno. During this space of time thousands of highly developed fruit, vineyard and alfalfa farms have dotted the face of 500,000 acres that only a few years ago was arid waste. Just as soon as the great irrigation system, under course of surveys and approval, is completed, the entire plains section will be in demand for farms upon which almost any crop can be profitably grown.

At the present time, the raisin vineyard is the paramount source of agricultural income, there being some 21,325 acres planted to grapes raised for this purpose alone. The table grape supply exceeds 4,690 acres, while the juice grape crop has 4,425 acres under cultivation, making in all a total of more than 30,000 acres in vineyard lands.

The peach, apricot, plum, fig, olive and almond crops follow next in order named. The last survey shows that 10,000 acres are in orchards.

During the past year cotton has taken



It is estimated that Madera County will produce upward of 10,000 bales of cotton this year.



Section of field of red oat hay grown in Madera County by winter irrigation.



This hay taxed the capacity of the mower, yielding 2 1/4 to 3 tons per acre.

the interest of many local and outside growers, some 2,500 acres being harvested that averaged better than three-quarters of a bale to the acre. Approximately 9,000 acres are being seeded to cotton this year that will be handled by two gins, one at Madera and one at Chowchilla, the latter in connection with an oil and cotton-seed by-products plant now in course of construction.

DAIRYING PROFITABLE

Alfalfa and dairying in Madera County have proven highly profitable. There are now in excess of 30,000 acres planted to alfalfa, much of which is shipped to other localities. In nearly every instance the alfalfa grower is a dairyman, and some fine herds have been developed within the borders of the county. Two creameries are in operation, with heavy additional shipments being made to the north and south. Many farmers have found hog raising a profitable industry in conjunction with the dairy and alfalfa business. Practically all of the hogs are of pure bred



Some of the finest herds of beef cattle to be found in the State are raised in the hills of Madera County.

stock and a weight of 200 pounds at one year of age has been the rule. Hog auction sales are held regularly by the farm bureau units and this co-operative marketing has resulted in a stimulus to the farmers to raise more and better stock.

The favorable weather conditions this year have produced excellent crops of grain and barley hay, the golden carpets covering the landscape for many miles. This has every appearance of being a grain farmer's year,—the first after several years of poor crops or poor markets.

DIVERSITY SUCCESSFUL

While raisins, cotton, alfalfa and grain each have their advocates and large individual holdings are devoted exclusively to one of these crops, it is upon diversity that the most successful farmers pin their faith. A catch crop that has proven highly successful is lettuce raised during the fall and early spring months. New potatoes, onions, garlic, cauliflower, asparagus and melons are given a share of the thoughtful farmer's acreage, proving that a profit can be made in farming where crops are not specialized. The unfortunate condition of farmers who banked on one crop only to find that the market had broken and left the grower without a profit, is being avoided this year by many progressive farmers in the county.

On every hand conditions in Madera County are more promising than ever before. About eight thousand acres of new land is being brought under cultivation, San Joaquin Power adding more than 2,000 horsepower to the connected load of the district since January 1 to pump water for these new farms.

“Madera” Means “Timber”

City Gets Its Name Because of Lumber Center Established Forty-Nine Years Ago. Now Prosperous Agricultural Center.

THE City of Madera had its inception as a result of a controversy over the price of a site for a lumber mill to be located at the end of a flume planned in 1876 by the old California Lumber Company, which was opening up timber lands in the mountains. Two locations were under consideration by the lumber company, one at Borden on the railroad, and another forty-acre piece offered without cost by I. Friedlander. The owners of the Borden site wanted more than the lumber company thought was reasonable so the Friedlander site was accepted, although it was necessary to build a mile of railroad for siding. The 63-mile flume from Soquel and Sugar Pine ends today at the site of the old California Lumber Company, now the Madera Sugar Pine Lumber Company. Thus the City of Madera, the name meaning “timber” in Spanish, had its start. Borden, two miles south of Madera, was then a town of 200 souls, with a railroad station, four general stores, two blacksmith shops; numerous saloons and a few residences. Nothing

now remains of this settlement but a residence, formerly a hotel, and a fruit packing shed.

With the development of the lumber mills at Madera came residences and business houses. Agriculture, stock raising and mining in the mountains was increasing in volume, and all that was needed was a new trading center to take care of the business that was rapidly developing. Madera attracted that business.

NEW COUNTY FORMED

With the creation of the new county of Madera in 1893, the city became firmly established and began to grow into one of the gems of the San Joaquin Valley. Beautiful Court House Park was started and the county building erected in 1901. This is a show place today, being one of the most attractive parks in any city of the San Joaquin Valley.

Across Yosemite Avenue from Court House Park is the famous Lincoln Grammar School, built in 1914 at a cost of \$80,000. It is estimated that it would cost four times that amount of money to



The beautiful civic center of Madera is one of the show places of the San Joaquin Valley.



The Legion swimming pool at Madera is one of the finest open air pools in the San Joaquin Valley.

complete this building today. The plan of this school took first premium at a convention of architects held in Washington, D. C. It now has 17 rooms, a domestic science and manual training building, and a kindergarten, and is regarded as one of the model schools of the State. Two other elementary schools, the Pershing and the Washington, constitute the elementary school system of the city. Thirty-eight teachers are required in the elementary schools of the city where there is an attendance of 1,113 students.

This year a bond issue of \$56,000 was voted for a new school and improvements to Pershing school.

Madera High School is located several blocks from the center of the city, and is notable for the many fine trees that surround the building. A large playground is connected with the high school.

Twenty-three teachers covering the complete high school curriculum are required to instruct the 397 students of the high school. Four busses carry students from all parts of the district to this high school.

Another attractive building near the Court House Park is the County Library building. This library contains 67,120 books, which are distributed through twenty branches and 49 schools throughout the county.

Visitors to Madera and tourists passing through the city are impressed with the tall shade trees lining the highways approaching the city. Few know that these trees are the result of thought and effort on the part of the Woman's Improvement Club of Madera. The first planting was done in 1906, most of the influential men of the city assisting in the work of planting. The row of eucalyptus trees extending from the city to the cemeteries was planted at the same time. The pepper trees extending from Yosemite Avenue up E Street was planted in subsequent years by the club women. Planting has continued north to Berenda, while the Chowchilla Woman's Improvement Club is working south to meet the planting from Madera.

ACTIVE CHAMBER OF COMMERCE

Madera is fortunate in having an active Chamber of Commerce. Guy Windrem, secretary, is active in every movement



Madera County Library has twenty branches and serves forty-nine schools in the distribution of books.



Madera's largest industry is the Madera Sugar Pine Lumber Company having 40 acres of yards.

for the advancement of the city. Fraternal and club life in the city is well developed, the Rotary, Lions and Legion having noon-luncheon days for meeting in the Legion Club rooms in the basement of the First National Bank building.

What is known as the Legion Swimming pool is owned by the city of Madera. It was built by G. B. High on his property with the understanding that the city would lease it. It was operated by the city until 1920 when it was leased to the American Legion. In the same year the Legion put in the Madera baseball park.

The City of Madera today has a population of 5,000. It is a city of the sixth class with a complete city administration. The growth of the city has been steady and substantial, the business streets are lined with well-stocked stores, and the residence streets are among the most beautiful of any in the valley.

The approaching consummation of the long-looked-for Madera Irrigation Project, known as the San Joaquin River Water Storage District, is creating a decidedly optimistic feeling in all lines of business

in the city. This project coupled with the excellent outlook for good crops of a wide diversity portends prosperity for this enterprising community.

MADERA HATCHERY SHIPS 300,000 CHICKS ANNUALLY

With a weekly output of 36,000 baby chicks, the Madera Hatchery Company has grown since 1909 from a two-incubator plant, with a capacity of 450 eggs, to a prosperous business of 192 incubators with a total capacity of 110,000 eggs, all housed in a modern tile building erected in 1923. The output for 1925 will be 300,000 chicks shipped to all parts of the State.

An important step in further advancement was the recent installation of ten electric incubators. Mr. G. L. Hawley, manager of the plant, plans eventually to convert the entire plant to electric incubators and gives the following reasons:

Higher percentage of hatch due to the absolute heat control; healthier chicks due to the even distribution of heat and absence of fumes common in oil-burning incubators; and large saving in labor costs.



One thousand bales of cotton were ginned the first year at the new Madera cotton gin.



Madera Hatchery where 300,000 chicks will be hatched this year.

The Mountains of Madera County

Rich in Minerals and Scenic Grandeur and Having the Largest Forests of Sugar Pine in the United States.

THE city of Madera is one of the gateways to Yosemite Valley. The Madera-Raymond-Wawona road is one of the most popular automobile routes to the world-famous scenic resort because it is one of the shortest roads. This route was used by the Yosemite Valley stages for many years before the Merced road was built. The new road from Auberry to Bass Lake also passes through Madera County mountains and is used by the new stage line from Fresno to Yosemite Valley.

The Mariposa Grove of big trees is on the border of Madera County and Yosemite National Park. Thousands of tourists visit annually these big trees. This grove is reached by either of the two roads passing through the mountains of Madera County to Wawona. Among the famous public resorts in this district are Wawona, Coarse Gold, Fish Camp, Miami Lodge, Cedarbrook, and The Pines on Bass Lake. Inviting camp grounds are found all along the road. Coarse Gold, Wawona and Miami Lodge have golf links. The Yosemite Mountain Club, an organization composed of San Francisco and Los Angeles capitalists, is planning to build a club house near the Madera-Yosemite road.

LARGEST SUGAR PINE FOREST

In the same mountains, which compose a large portion of the eastern half of Madera County, are what are claimed to be the largest forests of sugar pine timber in the United States. White pine, fir and cedar also are to be found in large timber belts. Lumber cut in the Sierras is flumed 63 miles from Soquel to the Madera Sugar Pine Lumber Company. It is estimated that more than fifty million board feet of lumber will be cut this year by the Madera Sugar Pine Lumber Company.

FAMOUS FOR GRANITE

The granite from the hills near Raymond is considered one of the best qualities in the world. The quarries are the largest for granite west of the Mississippi River. Many large public buildings in California have been erected with this stone. In San Francisco the city hall,

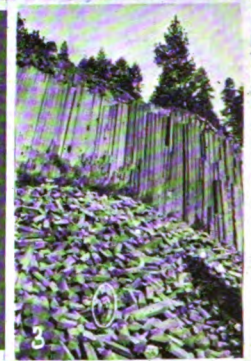
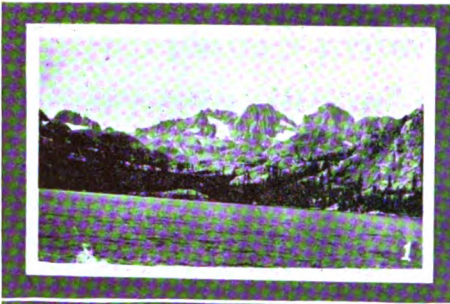
postoffice, state building, civic auditorium, Bank of Italy building, and scores of other beautiful structures, and across the bay the famous Campanile and other buildings of the University of California, were the output of the Raymond granite quarries. Other large buildings of Raymond granite are the city hall and jail at Los Angeles, and one of the state buildings at Sacramento, covering more than an acre of ground.

Madera County has a large area suitable for the raising of beef cattle, and each year sees this industry increasing in volume. Great herds of pure-bred stock are being raised on many of the foothill ranches. The higher mountain districts afford great summer ranges. This section each season finds thousands of head of beef cattle being fattened for the markets. The stock is taken into the high Sierras during the spring months and driven out when the snow starts to fall, fattened and ready for shipment.

The mountains of Madera County are rich in ores. In the extreme northeastern part of the county, in what is known as the Minarets district, are deposits of silver and lead while large bodies of iron ore await only transportation to bring them to the markets of the world. The Mt. Raymond district, about 15 miles square, embraces the largest body of hermatite (iron) ore in California. To the east are large deposits



Sugar Pine Mill in the mountains where 50 million board feet of sugar pine logs are cut each year into lumber that is sent by flume to Madera.



*The shortest route to
Yosemite and Mariposa Big Trees
is through
Madera County*

1. Looking across Shadow Lake toward Mt. Ritter on left, 13,156 feet, and Mt. Banner on right, 12,957 feet elevation.
2. Looking across North Fork of San Joaquin River at Devil's Post Pile.
3. Note man in circle in this close-up view of Devil's Post Pile.
4. Bridal Veil Meadow, Yosemite Valley.
5. General Todd Group of Mariposa Big Trees.
6. Looking across end of Garnet Lake at Minarets.
7. Prospecting outfit exploring Madera County mountains.



of zinc ore that are quietly sleeping, but the West will soon need them.

The Gold Belt, about four miles wide, extending northwesterly and southeasterly across the county, is the tail end of the famous Mother Lode. In the Potter Ridge District are located the famous Texas Flat, Gambetta and Waterloo mines that have produced since 1851. The Texas Flat mine at Coarse Gold works ten stamps in a mill that is completely electrically equipped.

A copper belt about three miles wide strikes across the County below the gold belt and is part of a copper belt that extends 150 miles along the foothills of California. Much of this copper ore contains gold values which more than pay smelting costs.

ROMANCES OF COARSE GOLD

One of the romances of Madera County is the history of Coarse Gold, today a modern mountain summer resort with many conveniences. Behind it is the story of a boom mining town with a population during the boom days of 1,000 persons, which in later years became one of the ghost towns of the West. It was in 1851 that Coarse Gold was born.

The richest claims were located about one mile up the creek from the present town of Coarse Gold. Others were about a mile down stream. Within a few years the miners had taken not less than \$38,000,000 from the district. The white miners took the cream of the gold from the creek bed and the banks of the streams. In the later years thousands of Chinese swarmed into the district from Sonora, Jimtown and Mariposa, and cleaned up the tailings at a large profit.

A tri-county sanitarium to aid in the cure of tuberculosis is located at Ahwahnee, in the foothills of Madera County. The climate is said to be ideal for the work undertaken at this health-restoring hospital. One of the pioneer mountain towns is O'Neals. Another is North Fork. Among the few remaining ghost towns, where a few of the ruins are still to be seen by tourists, are Bate's Station and Grub Gulch. The Madera

Sugar Pine Lumber company's flume from the sugar pine mills to the city of Madera passes through Poison Switch, another of the pioneer trading posts.

The Pines is a popular summer resort on the shores of Bass Lake, created by the reservoir built by the San Joaquin Light and Power Corporation to serve a string of power houses below it. Many valley people own summer cabins at The Pines.

The lake is seven miles long and offers exceptional camping sites with boating, bathing and fishing. The road to Bass Lake by way of Auberry and Power House No. 1 is in excellent condition and passes through some of the most beautiful foothill country in the State.

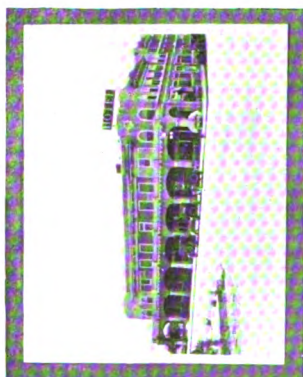
The town of Raymond, which is rapidly assuming a modern appearance, is supported by the granite quarries, working from 500 to 600 men, and the cattlemen of the foothill district. In the summer months several hundred men are employed at the lumber mills of the Sugar Pine Lumber Company, six miles north.

In recent months there has been an organized movement on the part of all of Madera County to have the State take over the rebuilding and upkeep of the original stage route into Yosemite National Park as one of the shortest and most scenic routes to Inspiration Point and the Canyon of the Yosemite below it. Twenty miles of the Auberry-Bass Lake-Wawona road was built by the San Joaquin Light and Power Corporation to serve its hydro-electric development projects on the San Joaquin River, and then turned over for public use.

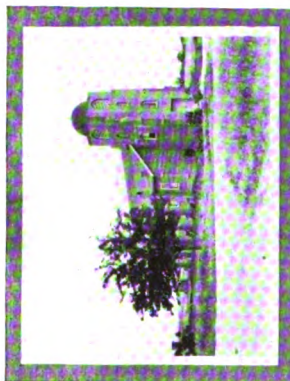


Coarse Gold, formerly a live mining camp of 1,000 people, now is a delightful resort having a fine golf course and a good hotel.

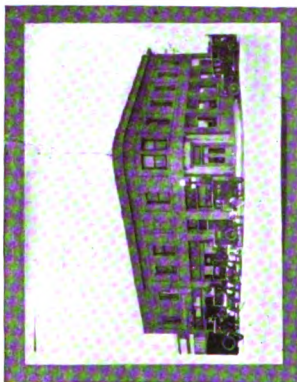
Chowchilla Hotel



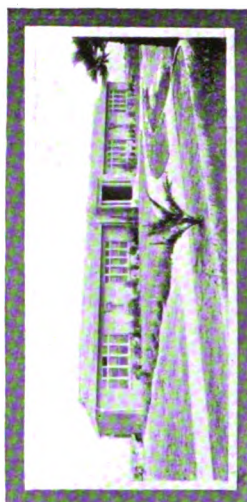
Catholic Church



First National Bank



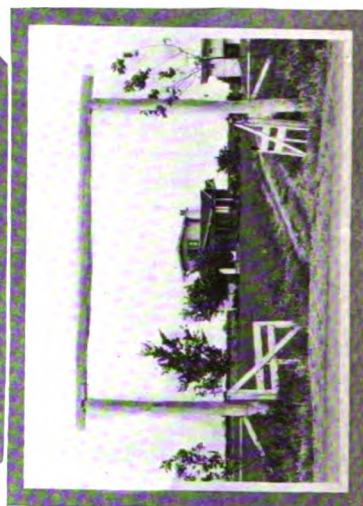
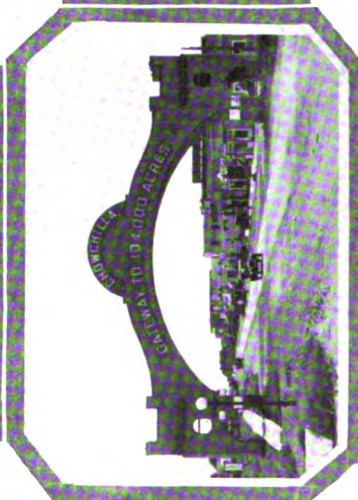
Chowchilla High School



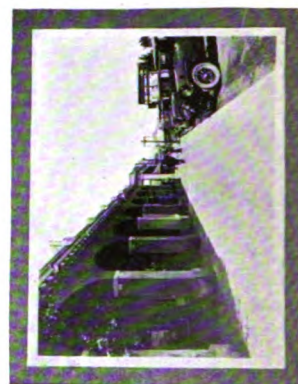
Wilson Grammar School



Danish Creamery



Farm Home in Chowchilla District



Chowchilla Street Scene

The Land of the Big Grape Vine

Chowchilla Opened Twelve Years Ago, Now Has 5,000 Population and 50,000 Acres Under Cultivation.

ABOUT half way between Merced and Madera there has been erected a gigantic archway across a hundred-foot street coming from the west into the main north and south highway. An electric sign on the archway reads "Chowchilla—Gateway to 134,000 Acres."

The city of Chowchilla lies just inside the gateway and may be seen from the main highway. Red-roofed school buildings, a church and the Madera County Fair Grounds show up on the landscape suggesting the boundaries of a proposed city of more than mere cross-roads proportions. An artistic and well-maintained station conveys the thought that here is a community substantial and growing,—there is more than mere acres within that gateway.

Just beyond the archway is the "Main Street" of Chowchilla. This street shows some traces of the frontier town and many evidences of real enterprise. A well-built bank building, a surprisingly good hotel and several substantial business blocks indicate a back country worth while. We learn that the city has 700 population, 40 business houses, a high school and two grammar schools representing an invest-

ment of \$280,000, where 479 students are enrolled, a Chamber of Commerce of 50 members, three churches, a live newspaper, an active Woman's Improvement Club, a beautiful park, seven lodges and an American Legion Post. There is a good creamery in the city while several outside creameries pick up milk and cream by truck. A cotton gin and cotton seed oil mill is in course of construction at a cost of \$100,000.

RICH BACK COUNTRY

While the city has but 700 residents, there are 5,000 people on 50,000 acres of cultivated land back of that gateway to 134,000 acres. Leaving the city and reaching out into the country is a surfaced highway ten miles long, paralleled by a branch line railway passing through the heart of the Chowchilla colony. This is the main feeder to the city of Chowchilla and its gateway.

Following this road into the country we come upon the earlier developments near the city. The farms show a health and vigor that indicate perfect growing conditions. Handsome residences, as complete as can be found in any city, dot the landscape. A stop here and there brings out



Lettuce

*From Madera County
Brings Premium*

Otto Mayer shipped 19 cars of choice lettuce from 40 acres at Chowchilla. This is his third successful year at raising lettuce.



the fact that Chowchilla is being settled by a progressive class of good Americans, mostly from the Middle West sections. Moving into the more recently developed sections we note the pioneer's cottage and new vineyards, orchards and fields of grain, cotton and alfalfa. But everywhere is evidence of fine soil, mostly Hanford sandy loam.

Threading their way for miles into the distance are the all-important power lines, for Chowchilla is an "electrical colony." Practically all water used in the irrigation of these farms is electrically pumped. And having the power handy for pumping, the farmer's wife has had the wires run into the home for cooking, heating, washing, ironing and the thousand and one chores that little Kid Kilowatt can do. San Joaquin Power has 1,200 customers in Chowchilla.

COLONY OF 134,000 ACRES

The Chowchilla Colony was opened by the United States Farm Land Company in October, 1912. The original project had 108,000 acres which was increased to 134,000 acres by a later addition of the Bliss Ranch consisting of 26,000 acres.

Settlement was rapid during the early period of the project and many farmers came into this new land to establish homes. The success of many of the early settlers has proved the productivity of the soil and the possibilities of the country to bring



Name your favorite fruit or vegetable and you will find it among the products grown at Chowchilla.

prosperity and independence to those who would but work and wait for results.

Summarized, the Chowchilla colony has approximately 50,000 acres under cultivation, 10,000 in alfalfa, 7,500 in cotton, 4,000 in vines, 2,000 in peaches and figs, and the balance in miscellaneous crops, notable of which are corn, lettuce, watermelons, potatoes, pumpkins and cauliflower. It is estimated that there are 5,000 cows in the district, while many hogs are raised and shipped each year.

FAIRMEAD AND BERENDA

The town of Fairmead is located five miles south of Chowchilla near the center of the famous Sharon Estate, one of the pioneer ranches of California to be subdivided for the small ranch owner. This tract was opened up about nineteen years ago and within four years was settled with five hundred families and about three hundred people in the town. Development about the colony has been in dairying, alfalfa, fruit and grain farming. Olives, figs and grapes also have been extensively planted, while a number of small orchards of apricots and peaches are doing well.

About half way between Chowchilla and Madera is the town of Berenda, one of the oldest towns of California. The town is in the heart of one of the Miller and Lux ranches, containing 17,000 acres beginning at the city limits of Madera.



CHOWCHILLA OFFICE OF SAN JOAQUIN POWER.
Left to right.—Earl McCrory, manager; Lloyd Martin, service man; Dolly B. Dike, clerk.

Water For Madera County

Proposed San Joaquin River Water Storage District to Bring Under Gravity Irrigation Vast Area of Rich Land.

THE final report and plan of the San Joaquin River Water Storage District, of which the Madera Irrigation District is a part, was approved by the district board of directors on May 16 and now is in the hands of the State Engineer for his approval. Approval of the plan will mean the realization of a dream of more than ten years to bring canal irrigation to a large part of Madera County.

The Madera Irrigation District had its real start in 1915 when a group of prominent citizens of the county met to discuss irrigation problems. Later an irrigation bureau was formed in an effort to secure from the government the right to impound waters of the San Joaquin River. The firm of Quinton, Code and Hill, consulting engineers, were employed to make a survey of the water resources and storage possibilities, deciding on a dam site near Friant. In January 1920, the Madera Irrigation District was formed and a bond issue of \$28,000,000 voted on. This proposed district, comprising 340,000 acres, extends from the San Joaquin River on the south to the Chowchilla River on the north, and averages 12 miles in width with the foothills as its eastern boundary.

DISTRICT OF 552,000 ACRES FORMED

Then followed a period of litigation with individuals and canal companies, chief among them the Miller and Lux interests. An agreement was reached with the latter and other West Side water users that led to the formation of the San Joaquin River Water Storage District on February 18, 1924.

This district comprises 552,000 acres lying in Stanislaus, Merced, Madera and Fresno Counties. It includes about 200,-

000 acres of the original Madera Irrigation district, takes in the lands of Miller and Lux and allied canals from the San Joaquin River and includes the Stevinson colony in Merced County. It extends from Mendota to Crows Landing on the West Side and from the San Joaquin River to Chowchilla on the east.

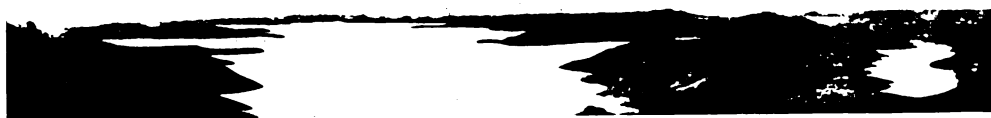
The storage works of the district will be at the Madera Irrigation District dam site on the San Joaquin River one mile east of Friant and will submerge the site of the old town of Millerton. While the



Old Fresno County Court House at Fort Millerton. This site will be submerged under 200 feet of water by proposed San Joaquin River Water Storage District.

site has a possible storage capacity of 650,000 acre feet, it is estimated that 160,000 acre feet will meet the needs of the district at this time, requiring a dam about 200 feet high.

Power will be developed at the dam and will be used to operate pumps in the district, and leave some for sale or distribution. Approximately 600 miles of laterals and canals will be built by the district and



The Madera Dam will form a beautiful lake covering an area of $4\frac{1}{2}$ square miles.

500 miles or so acquired from the present owners. The cost of the storage works will be about six million dollars, with about two million additional for the development of power.

TOTAL COST 32 MILLION DOLLARS

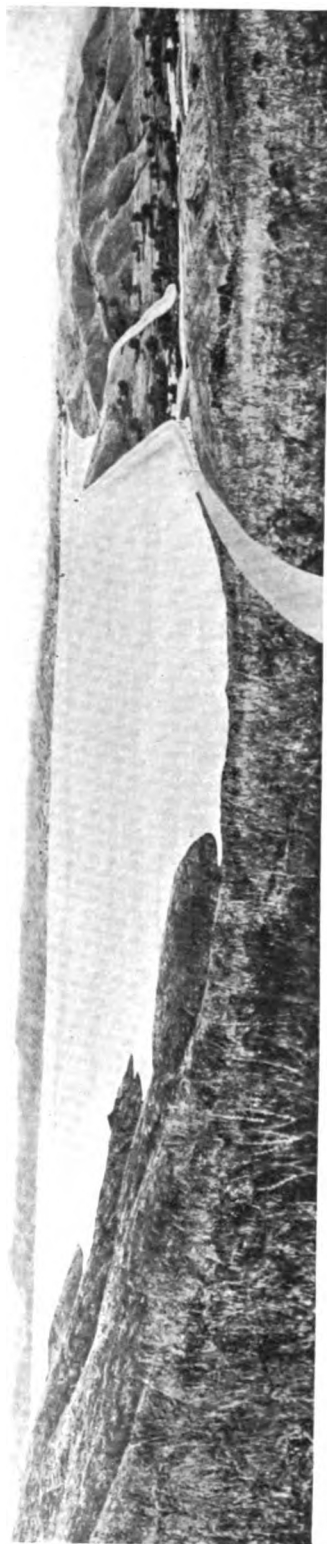
The total cost of reclamation, drainage, irrigation and storage has been roughly estimated by State Engineer W. F. McClure at 32 million. Assessments will be fixed on a basis of benefits conferred, ranging from \$14.00 to \$93.00 per acre.

Granting the approval of the State Engineer, there are numerous details that must be whipped into shape, assessments made and bonds issued, which means that it will probably be a year at least before active work will commence. Since formation, the work of the district has consisted of making location surveys and plans and estimates of cost for the final report now in the hands of the State Engineer. Harry Barnes, resident engineer with headquarters at Los Banos, started the original surveys of the Madera District and has followed the work for the past five years. A. J. Wiley of Boise, Idaho, and San Francisco and A. Kempkey of San Francisco are consulting engineers.

MEANS BIG DEVELOPMENT.

Realization of the San Joaquin River Water Storage plan will mean much development for Madera County, and the San Joaquin Valley generally. It will mean that the baby county of the State, with as fine productive soil as any in the valley, will forge ahead, and take its place with the sister counties to the north and south, which it has been unable to do heretofore solely by lack of sufficient gravity water. It will cause a large influx of new settlers, the employment of many men, and the use of thousands of dollars worth of material, and will add greatly to the general prosperity of this section of the State both inside and outside of the County of Madera.

When the motorist is confronted with the staggering total of 22,600 deaths in a single year from motor car accidents and 678,000 serious injuries, it should make him stop and consider the problem: "What can I myself do in the interests of Safety?"



PROPOSED DAM OF SAN JOAQUIN RIVER WATER STORAGE DISTRICT. This dam, located one mile east of Friant, will impound the waters of the San Joaquin River to irrigate 652,000 acres in Madera, Merced, Fresno and Stanislaus Counties. Total cost of reclamation, drainage, irrigation and storage for the district is estimated at thirty-two million dollars.

Madera One of First to Get Power

District Has Shown Steady Growth Since First Lines Were Put In Twenty-one Years Ago.

SAN Joaquin Power transmission lines were extended to Madera in 1906, shortly after completion of the old No. 3 Power House of the Crane Valley system. This was one of the first districts to receive power in the program of extensions of San Joaquin Power lines. Prior to that time the city was served with lights only by a small steam plant which was taken over by San Joaquin Power. Water also was supplied to a part of the city of Madera until 1923 when the water plant was dismantled.

The extension of lines in the Madera District has kept pace with the development of the county, a notable extension being the lines into Chowchilla and Fairmead in 1913. A line connecting the granite quarries at Raymond with No. 3 Power House was built across the mountains of Madera County for a distance of 16 miles in 1916. These quarries, the largest in the West, are practically all electrically operated.

One of the early managers of Madera District was George Barnard, now division manager of the Great Western Power Company, who did excellent work for the district. In December, 1913, Paul B.

Wilson was made district manager and conducted the business of the district so ably that he was drafted to Fresno in



"JONES' CREW."

Left to right: Ralph Bristol, Donald Houston, Joe Ludwig, Wilbur Cox, B. W. Ford, Paul Hollister, Donald Rawson, W. C. Carrell, Will Jones, foreman, on a job in the mountains.

October, 1922. F. V. Boller succeeded Wilson until he was promoted to the position of assistant commercial manager in 1923, when J. E. Barrett was made head of the Madera District.

The present connected load of the Madera District is 15,450 horsepower serving 3,507 consumers. When Paul Wilson took charge of the district twelve years ago there were less than 700 customers using 2,637 horsepower. More than 60,000 acres in the Madera District are irrigated by electric pumping plants.

There are 65 employees in the district handling the many departments of the business.



JIMMY BARRETT'S EFFICIENT MADERA "GANG."



Left.—New Building of First National Bank.

Below.—First Baptist Church of Madera.



Logs of sugar pine slide in skids down steep hills in mountains of Madera County.



Above. — Entrance to Madera High School.



Left.—Madera City Hall and Fire House.

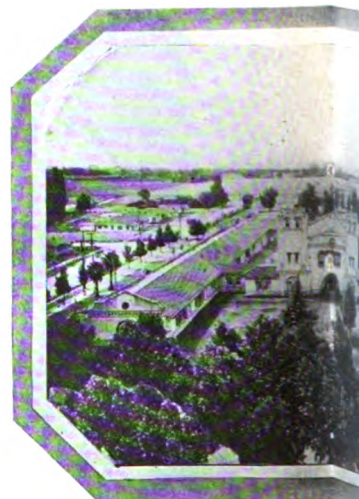


Madera County

Thirty-Two Years

Madera

Became the County of Madera



The Lincoln Grammar School grows of the State.



City Court House

50 Years Ago

Madera

*County Seat
Madera County*



Group of buildings is one of the finest in State.

*Right.—First Pres-
byterian Church.*

*Below.—Bank of
Italy Building at
Madera.*



*The Sugar Pine Railway
winds its way through
the forests in the high
country.*



*Above.—A corner
of Madera resi-
dential district.*

*Right. — Pershing
School, City of
Madera.*





NOTICE TO STOCKHOLDERS—It is the desire of San Joaquin Power that stockholders should receive this magazine without charge. It is assumed that one copy of the magazine will be sufficient for each family. If more than one copy is coming to you or your family, will you kindly notify us so that we may cancel from our lists extra copies not needed.

Address all communications, San Joaquin Power Magazine, Fresno, Calif.

AL C. JOY - - - *Editor and Manager*
SYDNEY W. GREEN - *Associate Editor*

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MADERA

The man who gets the most out of life and who means the most to life is the man of vision—the man who can look down the vistas of tomorrow and see the changes wrought by progress. To such a man few spots on earth could offer opportunity for greater service or more agreeable contemplation than Madera County. For he would see there not the great herds of cattle that roam the eastern foothills and the western plains, not the waving grain fields, nor the oases of vineyard and orchard and pasture greenery, but big cities and towns set in the midst of thousands of small, profitable, intensely cultivated farms, which will be the Madera of the not-far-distant future.

Madera, with nearly a million of acres of land capable of intensive cultivation, has, because of lack of gravity water, been slower in its development than other valley counties. Its people know this, and they are hopeful soon to carry to completion the great irrigation project which will place water upon 500,000 acres. When that project is completed, Madera will be indeed the valley's land of opportunity. It has every natural agricultural resource to be found in any other valley county. No land is more fertile, none more suited to the diversified production characteristic of the valley.

Even without its gravity water, Madera

is progressive and prosperous, boasting a steady growth of population and a steady extension of farm acreage, a steady increase in industry. It has long been one of the chief lumber producing centers of California. Its granite quarries are rich. The San Joaquin Company serves the entire county. Motorized pumps are everywhere, and the prolific production on farms under pump irrigation is testimony of what may be expected when water is available for every acre of Madera land.

The county has a slogan—"Come to Madera, where every dime is a baby dollar." The dimes invested in the county today will be dollars tomorrow. For here is an empire that is rushing on to a realization of its possibilities.

COALINGA NEXT

Our next issue will be devoted to the Coalinga District, which is part of the Midland Counties Public Service Corporation territory. Coalinga, one of the pioneer oil fields of California, is a little city of steady growth, stabilized business, and civic pride. The oil fields continue to pour their black gold into the treasure vaults of the valley in a seemingly inexhaustible stream. San Joaquin Power Magazine will tell the story of Coalinga's contribution to valley wealth and to the growth of our system.

ARE COMPARISONS ODIUS?

So many statements not founded on fact have been made concerning the Ontario, Canada, publicly-owned hydro-electric system that definite figures are interesting.

The Ontario Hydro-Electric Power Commission charges farm consumers of electrical energy over 100 per cent more than the San Joaquin Light and Power Corporation charges the same class of consumers.

F. A. Gaby is chief engineer for the Ontario Commission, and the estimates used in comparison were given out by him under his own signature in a letter to prospective customers.

Light farm service, under the Canadian classification, includes lighting of farm buildings, power for miscellaneous small equipment, and for single-phase motors not to exceed four horsepower demand.

For such a service Engineer Gaby estimates the annual bill of the Ontario farmer with a four horsepower installation and a monthly consumption of 40 kilowatt hours would be \$82.42.

Annual bill of the San Joaquin Light and Power Corporation for the same service is \$36.

For medium single-phase farm service under the same restriction as light farm service, except that the demand limit is increased to five horsepower, the Ontario farmer with a $6\frac{2}{3}$ horsepower installation and using 70 kilowatt hours a month, must pay \$104.74 a year.

Annual bill of the San Joaquin Company for the same service is \$48.

The San Joaquin Valley farmer gets the best possible service and gets it for less than half the cost to the Ontario farmer. The Ontario system pays no taxes whatever. The San Joaquin Company pays $7\frac{1}{2}$ cents out of every dollar it collects to support the state government. And yet the advocates of public ownership of utilities point always to Ontario as the outstanding example of successful operation.

"LET'S KNOW SOME TREES"

Charles H. Shinn, veteran newspaper man and conservationist, did many unselfish acts of public service during his long years of work in the United States Forest Service. But there is none which will more endear him to the people of California, and help to keep alive the memory of his valiant fight for the preservation of our forest and mountain wonderlands, than his last public effort before he retired from the service, the preparation of a little booklet telling in simple language the story of California's trees.

"Let's Know Some Trees" was written by Mr. Shinn at the suggestion of the editor of one of the larger country papers of California. It contains simple descriptions of 70 California tree species, set forth in language that even children can understand. Thirteen illustrations add to the interest of the booklet which has been published by the United States Department of Agriculture as Miscellaneous Circular No. 31.

It was Charles Shinn's wish that every Californian who loves trees and mountains and the great outdoors might have a personal copy of this little publication, and the United States Forest Service, Ferry Building, San Francisco, announces that free copies may now be secured on request.

"CENTRAL STATION" OBSOLETE

No one seems to know just how it originated but the term "central station" has been applied to the power company in the nomenclature of the electrical industry since the days of Thomas Edison's old Pitt Street plant. To the technical mind the term seems perfectly proper and no technical paper is complete without reference to the "central station."

To the average person the words "central station" applied to an electric light and power company are so vague that an effort is being made among the various power companies of the country to cast "central station" into the junk pile of obsolete words.

But it is one thing to tear down a sign post and quite another to put up a new one,—and have the new one understood. So there is much discussion going on about the proper word or combination of words to be used instead of the time-honored "central station."

Such suggestions as Public Service Company, Electric Utility Company, Electric Light and Power Company, the Electric, Gas and Service Company, the Electric Service Company and many other are offered as substitutes.

The most commonly used expression applied to electric light and power service is the "power company" or "electric company." If the service includes gas the term "gas and electric company" is the most common.

"Central station" has never been generally accepted by the public as indicating the power company. The name of the company supplying service is most generally used and next comes "power company," "light company," "electric company," or "gas and electric company" in the order named.

Around the Loop

Bits of News and Gossip From District Managers' Reports and District Reporters' Notes.

DINUBA

BLANCHE WEDDLE, *Reporter.*

Howard D. Finch, assistant chief clerk for the past ten months, was promoted on May 1 to chief clerk of the Coalinga District. The Dinuba organization congratulates Howard on his promotion, much as we hate to lose him. Leo Newcomb was promoted from clerk to assistant chief clerk to fill the vacancy created by Finch's transfer.

Candy and cigars were very much in evidence around the office on April 28, in honor of the 6½-pound boy at the Earl Owen home. Some of our high pressure salesmen have been trying to induce Earl to take out a share of Prior Preferred for the son, which would not only give the youngster a good start as a financier but would help Dinuba make her quota in the Baseball Series. The Sun-Maid team sells to the old and young.

Speaking of baseball, our boys were defeated by the Orosi team of the Dinuba Twilight League by a score of 5 to 4 in a fast game on April 27. This was the first game of the season and from the way the boys have been practicing this will be the only defeat.

On the evening of April 23, H. E. Cook of the Edison Lamp Works of San Francisco gave a very interesting talk on the manufacture of Mazda lamps before the Alta Electric Club. A two-reel motion picture on the subject was shown by Milton Gross of the Publicity Department. Other speakers were Hazen G. Redfern, district manager, and G. M. Rankin of the California Electrical Bureau. About thirty members and guests from Selma, Reedley, Dinuba, Kingsburg and Visalia were present.

Dale Harris of Fresno is now occupying the position of clerk in this office. We are glad to have Dale with us.

Hazen G. Redfern and J. E. Hammond attended the Commercial Section of the Pacific Coast Electrical Association meeting, held in the auditorium of the San Joaquin Power building, Fresno, on April 3 and 4.

The value of Power Company first-aid training was strikingly demonstrated at the Raisin Day races in Fresno. Several men were watching the races from the vantage point of a truck when two of them lost their balance, falling to the ground. One of the men fell across the body of the other with considerable force, causing unconsciousness. Attracted by calls for help, Wilfred Lafond hastened to the scene of the accident and rendered artificial respiration. After considerable effort the patient was restored to consciousness. The timely aid of Lafond probably saved the man's life as he was in a critical condition.

Another instance of the value of the training was in the rendering of aid to Mike Hamilton, a lineman, who was injured while working on

a transformer pole recently. Mike Hamilton and Harvey Beatty were both working on the pole when it fell. Beatty escaped without injury but Hamilton's right leg was broken below the knee. The other members of the crew set the injured limb temporarily with splints improvised from guy boxing before removing Hamilton to the hospital.

CORCORAN

ELINOR HEMMINGSEN, *Reporter.*

During the month of April we had several visitors, among them Frank Suters and L. Auld, making their usual audit and E. R. Banks, superintendent of distribution. Mollie Lohse paid us a visit and while here conducted our class on "Salesmanship." Syd Green of the publicity department conducted our class on "Publicity and Advertising" and Guy Dumble and F. V. Boller conducted the class on "Personnel and Organization." We appreciate very much the hearty support from the different departments of the Fresno office in conducting these classes and feel that the course as a whole was very much worth while.

Fred C. Carroll, district manager, spent a few days at home during the month with an attack of flu. However, the D. M. is back on the job and going as strong as ever.

Our congenial meter reader and collector, E. L. Foster, begged off early one Saturday afternoon to go to San Francisco to spend the week-end, reporting at the office Monday morning. He states that while he was in the city only a few hours, he made good use of every minute of his time.

Larry Jones, agent at Lemoore, is in the Burnett Sanitarium for a few days. We all hope that Larry will be back with us soon.

We are glad to see Nelse Richey, Corcoran sub operator, back in town after a stay in the sanitarium with a broken leg. Nelse is navigating with the aid of crutches. However, we hope that he will soon be back on the job again.

SAN JOAQUIN

VELMA PRICE, *Reporter.*

Well, the suspense has ended at last! Marshall Johnson, storekeeper, has had us all guessing for a long time, but now we can turn our attention to something else. Johnson and Miss Ada Larue Green of San Joaquin were married May 6 at the Methodist Church in Fresno. After a wedding breakfast at the Hotel Fresno, the couple left in their new Ford coupe for a honeymoon in Southern California. The romance had its start while Mr. and Mrs. Johnson were attending the Tranquillity High School. Since graduation, Miss Green worked in San Francisco while Marshall has been in the power company office here. The Johnsons

will make their home on Marshall's ranch four miles southwest of San Joaquin.

Fred Holland and Miss Sheets spent Sunday, May 10, in Bakersfield, visiting Holland's parents.

E. C. Johnson left May 16 on his vacation, which will be spent for most part in a nifty new Ford coupe. Better be careful, Johnson. Marshall started on his vacation in a new coupe and see what the result is!

Jack Carter of the Sales Department showed lantern slides on poultry raising before the San Joaquin Farm Bureau meeting here on April 24.

Arthur A. Anderson and J. B. Turner started out one day recently with a very fishy look in their eyes. After six hours or so of trying to make a haul, our would-be Isaac Waltons decided that fish must belong in the water and as far as they were concerned they could stay there. Next time though they declare the fish won't get off so easily.

P. G. Slingsby has purchased a nice new bungalow east of town.

De Witt Scott and Fred Holland recently celebrated their birthdays. Judging from the treatment they got, we'll bet that no one else will announce his in a hurry.

We are engaged in two stock sales contests here. Besides being enrolled in the Prior Preferred League, the local office has divided into the Jack Rabbits and Cotton Tails, who will fight bitterly for the district championship. The Jacks have been lucky in the first two games, but the dopsters have it that the Cotton Tails are having a lot of secret practice and when they do start, the Jack Rabbits will take to the sage brush and stay there.

CRANE VALLEY

Geo. J. GLEASON, *Reporter.*

The patrons of the Resideal school gave an Easter egg hunt for the children of the district on April 10. The kiddies enjoyed the egg



A group of Resideal school children, their transportation Ford, and the teacher and driver, Miss June O'Hara. One morning the Ford refused to go and it was necessary to draft a seven-passenger Chalmers and an Overland into service. It is not only a good Ford but an elastic one.

hunting, the games and the races but most of all the delicious lunch served.

Miss Eva Woods of Fresno was a week-end guest of Miss Jane Visser this month.

Mr. and Mrs. F. L. Hauser of Bakersfield Steam Plant were guests of W. N. and Mother Gates April 14.

The Crane Valley District Power Club and the Forest Rangers held their annual picnic April 26 on the shores of Kerckhoff Lake near Powerhouse No. 1. Boating, races and games afforded amusement during the morning. At noon everybody spread the contents of well-filled lunch baskets on tables. Forest Supervisor Benedict's huge pot of beans was taken off the fire, several freezers of ice cream were unpacked, and everyone helped himself.

A baseball game between the power company employees and the Forest Rangers was arranged for the afternoon, the foresters coming out victorious. Between 400 and 500 people enjoyed the picnic, invitations being extended to the other power clubs.

FRESNO DISTRICT

GARRETT VAN BUREN, *Reporter.*

For the first time since his appointment to traveling auditorship, Loris Auld paid Fresno District a visit. We were all delightfully delighted to see him. He is a Fresno District product and we are glad to see him come home, not necessarily to roost, but at least for a short perch.

The sick committee, which really isn't sick, reports the following as having been temporarily under the influence of the flu and other non-essential industries: Gene McClain, Dorothy Edwards, Audrey McBride, Effie Reed, et al. We have searched the payroll very carefully but have failed to find any record of the last named party. Rather than take any chance of offending anyone by leaving his name off this list, however, we printed it. All of the above named, with the exception of Miss or Mr. Al, finally pulled through and are now on the job.

Dorothy Dreblow has been having a disagreeable time with one of her two ankles which she sprained while Doodle-Do-Dooing in our late lamented minstrel show. She will be remembered as the second bug from which end in the front row part of the time. This is the first casualty that has resulted from our minstrel show. There were several other events, but none of them casual. (Editor's Note)—This is rather late to be making a report of a happening of our Minstrel Show but Miss Dreblow just found out that she had sprained her ankle.

Ruth Skewis is one of our most recent leaves, which she is and did on April 23. She left to make her home near the Bay, either San Francisco or Los Angeles, or does Los Angeles have a bay?

Mrs. Marie Schneider was a recent recipier of a shower at which Mollie Kisling, who became Mrs. Peter Fuchs on April 18, was the recipient. The nature of the shower was not announced, but rumor has it that gifts were in the form of wearing utensils.

E. E. Drummond of our collection department met with a rather serious accident April 18, in an automobile collision. He injured the ligament of his back. He has been confined to his bed ever since, but is improving rapidly at the present time. Even from an accident of this kind we may learn something. We always thought that ligament was spelled with an "E" and had something to do with the leg.

Jim Taylor and J. E. Strahan, also of the collection department, have been seriously ill for some time. Mr. Strahan returned to work after a serious illness but was forced home after only one day's work. At the last report they were both improving very nicely.

Alanson Randol has been transferred from the operating department to the consumer's department to assist with collection work during the recuperation of Taylor and Strahan.

Mrs. Elizabeth Leavitt is being transferred from our new business department to W. E. Durfey's office. This is a fine move for every one—excepting us. Mr. Durfey gains—Mrs. Leavitt gains—and we lose. Oh, well!

CONSTRUCTION SERVICE DEPARTMENT.

BEVERLEY OSBORNE, *Reporter.*

W. A. Warner refuses to come down to earth but prefers to be among the stars. His new Star touring purchased April 11 beats them all, he says.

Vacation time is here again. Carl Stockholm was the first vacationist from this office. He spent the week of April 20 working on the new home he has just purchased at 539 Cornell.

Just one marriage to report this month, that of E. L. Thomas and Miss Christina Carlson, who were married recently.

KINGS RIVER

Kings River is becoming a hive of activity, trucks loaded with lumber, cement, and supplies arriving almost every hour while crews of men are seen everywhere preparing for the big job that will soon take a definite form in construction work.

There are now four camps in operation, having a total of 157 men. The largest is Balch Camp, which is really headquarters camp; Patterson Camp, Weir Camp and Sawmill Camp are on the upper roads.

The road work on the two-mile stretch between Balch Camp and Balch Powerhouse site is progressing rapidly despite a cut of 1,000 feet along the cliffs through solid granite.

Four 5,000-KVA transformers from Le Grand substation have been installed in Balch sub and are connected up with the transmission line from Piedra. Extension of a main transmission line from Balch sub to Sawmill camp, a distance of eight miles, will be started soon. This will be the main feeder between the camps from which distribution taps will be made at various points. The sawmill will be ready for operation as soon as this line is built which is expected to be about June 15. The mill is electrically equipped and will have a capacity of 35,000 board feet per day.

Work of clearing the site for Balch penstock



The hard rock men on the new Balch Power House road stick to the side of the granite cliff by sheer affection as there seems to be little else to lean on.

has started and final surveys for this big pipe are being made preliminary to placing the order for the steel tubing.

The new hospital is under way and will be ready about July 15. This hospital will be in charge of a full time physician and a staff who will care for all injured and sick employees on the job.

Archer Cutch, Walter Couse, Ted Salm and Chet Coburn have been transferred from the General Office to Balch Camp and are lining up their work for the big job.

MERCED

AGNES P. KNAPP, *Reporter.*

R. Casad was elected to represent the Merced Farm Bureau in a week's tour through the northern part of the State. The delegates went to Berkeley to take a short course in Farm Bureau work and from there visited in all the counties to the Oregon line.

The first-aid work, under the direction of C. J. Baker of the district foreman's office, is being taken up with much interest. Last month first-aid instructions were given to just one line gang, but when the equipment comes the gangs will be divided into four classes and each given several lessons.

A crew of men under Wm. Forshaw of Fresno has been in Merced for the past month working on the 30-KVA line around Exchequer Dam. The work consists of moving the existing line to higher levels as present line will be

completely under water when the dam is completed.

Saturday evening, April 11, the San Joaquin Power Club gave a card party at the Masonic Hall. Fifty members attended. A musical program was given before the card playing started. The Club Orchestra played several selections, Miss Flora Snyder sang a solo. Mrs. Mabel Sumner also sang a solo and a duet with Mrs. Mercedes Evans. Five hundred and whist were played with Mrs. Roy Thomas winning the prize for high score in five hundred and Roy Thomas the consolation. O. M. Patten of Los Banos won the prize for high score in whist and M. DeFreitas the consolation. At a late hour refreshments were served, which concluded a pleasant evening.

Lucille Barrett of the job and estimate department is wearing a large diamond on the all-important finger of her left hand. Lucille is very quiet and we have been unable to learn whether or not the date has been set, but we hope that she will be a member of our force for a long time yet.

Saturday evening, April 25, R. A. Scott, lineman, was married to Miss Rhoda Peak of Merced. After the wedding ceremony the couple left by motor for San Francisco and from there they went to Los Angeles for a short stay.

Several changes have been made in Merced recently. G. H. Maxfield has taken the job of assistant storekeeper, Willett Davis is back on the line gang after a year or more on the trouble wagon at Livingston, F. B. Burnham is working temporarily as operator at the Merced Falls Powerhouse, and E. Anderegg is running the service wagon.

A. E. Weaver, a faithful employee of this company for the past six years, has resigned and is running a chicken ranch just outside of Merced.

G. C. Hayes has left the employ of the company, moving to San Jose.

C. C. Gaiser, who has been on the service wagon, has accepted a position with the Valley Electric as salesman.

The remodeling of the construction office has just been completed. An office was built for the storekeeper and the main office made larger. The floors have just been covered with new linoleum and the walls painted. The work that has been done has improved the office, making it more convenient and much cooler in the summer months.

Those of the Fresno office who visited Merced during April were A. E. Quinn, C. B. Merriick, S. B. Patterson and C. F. Gilcrest.

MADERA

GRACE PHILLIPS, Reporter.

Baseball season is again here—Stock Sales and otherwise. Madera District is going to the bat in the Prior Preferred League with their usual pep and enthusiasm. G. V. Footman has

been elected captain of the Los Trabajadores and some good playing is looked forward to.

Fishing season is here also. J. A. Mulkey celebrated the event by spending a few days on a trout fishing trip at Peckinpough Mills above Bass Lake.

J. E. Scott and family spent a few days in Los Angeles during the first of May.

At the regular meeting of the Kilowatt Club on March 9 the following officers were elected: G. V. Footman, president; F. J. Hosler, vice-president; Grace Phillips, secretary, and Millie Gordon, treasurer.

We almost had some spooks in the office the other day—rather noisy spooks but things sounded queer, nevertheless. The buzzer on the company telephone kept ringing—nobody's ring in particular and when answered there was no response. The construction office was called on the Sunset phone but they declared that no one was touching the button. And the bell kept ringing—little, jerky, short rings; long, loud rings of several minutes duration, and when the noise became unbearable the construction office was again called but they indignantly protested their innocence. Sherlock Holmes, alias G. V. Footman, then took mat-



George investigates.

ters into his own hands and traced the mystery to its source. W. L. Harris had been sitting at Mr. Tretheway's desk writing and as he worked his arm it pressed against the button. He was quite unconscious of the din he was causing in the main office.

On Saturday, April 18, J. E. Barrett and Ralph Shupe accompanied C. E. Moffit, instructor of Agricultural Science in the Madera High School, Miss Petty, one of the teachers, and about 20 students on a trip to Kerckhoff Dam and Power House No. 1. Mr. Goldsworthy, superintendent of Kerckhoff, received the crowd with his usual courtesy and explained the workings of the power house to the students, who will be required to make a report of the entire trip as a part of their class work for the year. Everybody enjoyed the trip thoroughly. The return was made via Northfork to Madera.

Mr. and Mrs. B. H. Catching and Mr. and Mrs. Elmer Oldham of Madera enjoyed a delicious dinner at the Earl McCrory home in Chowchilla, March 21.

For some reason unknown we noticed Lloyd Morton walking bravely about for a few days with a "big black eye." Lloyd tells us a monkey wrench flew back and hit him. We have heard worse explanations than that.

The Earl McCrorys are certainly traveling since they purchased that new Ford coupe.

J. E. Barrett was pretty busy during the last two weeks in April working on the committee in charge of Madera County part in the Raisin Day parade. Through the efforts of the committee two loving cups were won, one by the Madera County Farm Bureau float. The other

was awarded Madera Rotarians for the best civic float outside of Fresno.

One bright sunny morning the company telephone rang at Chowchilla and Earl McCrory, ever loyal to his home town, took down the receiver and shouted: "The Land of the Big Grape Vine." Ralph Shupe happened to be the one calling and upon hearing this exclamation replied, "I was calling Chowchilla."

Lloyd Morton motored to Fresno Saturday night, April 25, to attend the Odd Fellows banquet and entertainment.

Mrs. Earl McCrory went to Selma Thursday, April 30, to spend a few days visiting her mother and relatives.

BAKERSFIELD

ALBERTA LOVE LEACH, Reporter.

AMONG OURSELVES

On Monday night, May 4, the Welfare Association members were entertained at a dinner by the boys at the Bakersfield Steam Plant. The dinner was held on the lawn under the beautiful Acacia trees, which are in full bloom. Several short talks by the members preceded an interesting trip through the plant. Among the visitors present were Jack Rankin of the Pacific Coast Dealers and Jobbers Association and Ernest Newlin of our Fresno office.

The girls of the Bakersfield office held their regular monthly meeting April 4 at Jean's Tamale Grotto. An unusually good feed was enjoyed. Helen Bumgardner and Violet Chidgey were hostesses of the occasion. During the coming month, the girls will be entertained by Alasee Dumble and Anna De Courcy.

Robert Joseph Tilson, Sr., for eight years an employee of the Bakersfield office, and for the past four years assistant chief clerk, has recently been transferred to the General Office at Fresno and appointed secretary of the Employee's Mutual Benefit Association.

D. L. Wishon, district manager, accompanied by A. R. Theile made a short business trip to Fresno during the past month.



After much thought, consideration, misery in the participation thereof, this little picture is the conclusion arrived at by Bessie Melissa Johnston, De Nize Jean Lohman and Alberta Love Leach.

Isn't this better than being so thin that if we sat on a dime, nine cents would show? We think so.

Lawren Flinn, chief clerk of the Los Banos district, was transferred to Bakersfield on May 1, to the position of storekeeper.

The final session of the Educational Course in this district was held Thursday evening, April 23, the lecture being delivered by Mr. George Bell. His talk was well received and all present expressed themselves as being greatly benefited by it, and by the entire course.

A. Emory Wishon, vice-president and general manager, and Al C. Joy, manager publicity department, spent several days with us the latter part of April. Both attended the final meeting of the Educational Course and delivered short and interesting talks.

A. G. Wishon, president, spent two days with us in April, looking over the possibilities of Kern County and making an inspection tour of the company's properties.

It has been rumored that there will be a great shortage of shredded wheat in this section of the country during the coming year. This critical condition will work a great hardship on wheat cake addicts also, and has been

caused, according to investigators, from the vast amount of this product used in the manufacture of STRAW HATS! Isn't this terrible? But if you have seen Doc Carson's or John Ware's and Art Theile's you can understand how a rumor of this kind might have started.



De Nize: "Oh! he's so romantic. Whenever he speaks to me he always starts 'Fair Lady'."

Alasee: "No wonder; he used to be a B. & K. Street car conductor. If you don't believe me, ask Mr. Mickelberry."

IN THE OTHER DEPARTMENTS.

Harold H. Hurt, clerk in the electrical department, is back in Sunny California after a leave of absence of two months, which time was spent in his old home town in Missouri. Now that he has resumed his duties again, we shall expect to be entertained very soon with some new tricks picked up in the "Old Country."

After a serious illness, a short convalescence, and the loss of about forty pounds, Charlie Lightner is again on the sick list and is suffering from an attack of appendicitis. At this time Charlie is packed in ice, and it has not been ascertained whether or not an operation is necessary. We hope it is not, for we are all just lost without Charlie.

Dick Barnes has moved his place of abode from Bakersfield to East Bakersfield and everybody wonders why. Maybe the neighbors found him out and the sheriff banished him to that part of the city, or perhaps he wanted to be closer to the mountains, so that he won't have far to go fishing.

To R. E. L. Garner is extended the sympathy of the Bakersfield District in the loss of his sister, Mrs. D. Paehlig, on April 13.

It is with deep regret that we announce the death of George L. Crouch, garage employee on April 15. The Bakersfield district laments the loss of this friend and fellow-employee, and extends sincerest sympathy to the widow and family of the deceased.

L. E. Hunter, substation operator at Strathmore, is the proud daddy of a brand new baby

girl! That makes one of each and Larry is steppin' high these days.

"Ernie" Rosenberg and Clarence Monteith took a crack at fishing when the season opened. They report fishing was fine, but fish were few.

Walter Keller is spending his time at the Hot Springs trying to regain his health.

A. Griggs, car operator, has been off duty for about ten days, with an attack of flu.

V. N. Mickelberry, as delegate of the local Council of the Knights of Columbus, attended the State convention at Fresno.

BAKERSFIELD STEAM PLANT.



When the duck season closed, we thought that we would be free from long-winded yarns but since the trout season opened, it is worse than ever. Marion Crum has been fishing, and all he reported was a

fine trip! G. B. Clark and family motored (or rather Forded) to Betteravia to catch bass, and they report all worms were successfully drowned.

Harry Shirley states that he is willing to demonstrate that he knows the relation of par to stock, as well as to golf. If he can sell stock as well as he can fake a golf score, the prize is his.

F. L. and Mrs. Hauser spent two pleasant weeks in San Francisco and vicinity.

All of the employees of the Steam Plant are mourning with William Aspittle, fireman, who recently lost his wife. Sincerest sympathy is also extended to Sam Potts, who lost his son, April 30.

Mr. and Mrs. Al Warren of Fresno spent Sunday, April 26, visiting the Bakersfield and Midway Steam Plants. Mrs. Warren is employed in the finance department of the company in Fresno. The Warrens were accompanied by A. A. Mossa and family of Fresno.

MIDWAY STEAM PLANT.

Mr. and Mrs. E. A. Green have left for Michigan where they intend making their home.

A farewell party was given to Mr. and Mrs. Norman Brown, who have left Midway and have moved to Kerckhoff.

Tennis has been abandoned these hot days for the spray pond, which seems to be very much appreciated, not only by Midway residents, but even by visitors from as far away as Taft.



Mr. and Mrs. Buell Sprayberry paid a visit to Oakland on their four days' leave visiting the latter's mother.

Mr. and Mrs. Heinbeck are away on their vacation. They went south to San Diego, up the Coast route to San Francisco and on to

Eureka, where they are visiting relatives.

A. Y. Meudell, captain of the stock sales ball team, gave a very interesting talk on stock selling at the dance held at Midway on Friday night.

GENERAL OFFICE

Donna Beatty Collins left the company May 20 to join her husband in Oakland where they will make their home.

Charles Rawlins is back from a two-weeks' vacation spent around the Bay.

Mr. and Mrs. L. Grubbs of Los Angeles paid a visit to the eighth floor the other day. Mrs. Grubbs was formerly an employee in the invoice department but that was when she was Miss Betty Brooks.

At last it has happened! Mrs. Annie Smith has bobbed her hair. It took her a long time to make up her mind, but it is worth the effort for it is vastly becoming.

The sympathy of the General Office is extended to Alberta Van Noy, whose mother recently died.

Sam Davidson is back at the office after playing a major part in an automobile accident. Davidson was badly bruised and had his wrist broken, while Mrs. Davidson received painful injuries.

Dr. Chas. E. Mordoff, former head of San Joaquin Power Medical Department, is going to Alameda County Hospital as resident physician, assuming his duties on June 1. When the new four-million-dollar Highland Hospital, now under construction in Oakland, is completed in 1926, Dr. Mordoff will transfer to that hospital as assistant superintendent. Dr. Mordoff has recently been commissioned as Lieutenant Colonel in U. S. Army Medical Section Reserve Corps.



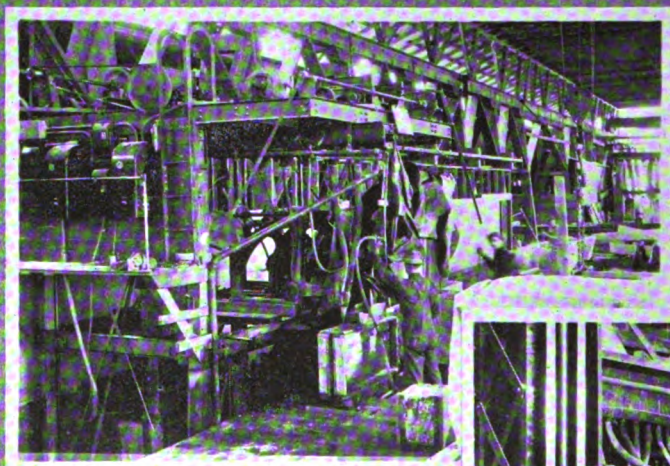
DR. CHAS. E. MORDOFF.

Pearl Hine returned May 25 from a two weeks' vacation spent motoring along the Coast. Stops were made at San Jose, Los Angeles and San Diego. Pearl was accompanied by her husband and mother, so she probably kept out of mischief.

Mrs. Lilah Rose of the Supplies Division left the company to make her home in Kentucky. Her place will be taken by Mrs. Emma Goeringer, formerly of the stock sales department.

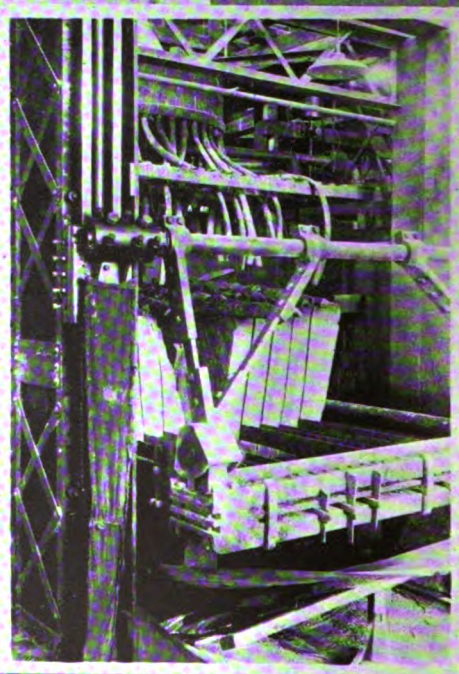
Donna Woods of the stock sales department has been transferred to the Fresno District manager's office.

Mrs. Harriet Hickman, who has been visiting her daughter, Nyra Letchworth, is leaving for her home in Rock Island, Illinois, which means that Nyra will spend the May 30 weekend in San Francisco seeing her off. So that Mrs. Hickman might properly appreciate California, she with Mr. and Mrs. Letchworth



*Granite
at
Raymond*

For description see
opposite page.



and Pearl Elithorpe, spent the week-end of May 19 in Yosemite Valley. We heard on very good authority that while there Nyra tried to sell San Joaquin Power stock to every tourist she saw.

Molly Lohse of the sales department is devoting his spare moments to breaking in his new Chrysler. Molly didn't like his old car because it would only make 72 miles an hour.

STORES DEPARTMENT

LESLIE DEITRICH, *Reporter.*

A. D. Church and D. D. Smalley of Santa Maria and C. J. Kelly of San Luis Obispo were visitors in the stores department this month.

We have also enjoyed a visit from Mr. Sherwood and Frank Smith, purchasing agents, both of the Great Western Power Company.

The first lucky one in this department, J. W. Stevenson, has returned from his two weeks' vacation. From the lovely coat of tan he acquired while away, we would judge he had a splendid time.

Two of the boys are sporting new cars. Frank Woods has a shiney new "Chevie" and Bill Bibbs a Nash Coach. We are all expecting a ride in each.

D. P. Mason has just returned after a disagreeable two weeks spent in the hospital where he underwent an operation for appendicitis. The members of the supplies division sent a bouquet of flowers to him every other day, much to D. P.'s appreciation.

MADERA DISTRICT

J. E. BARRETT, *District Manager.*

On the opposite page is shown a group of pictures of the Raymond Granite Company's quarries and stone works at Knowles. This big plant and the McGilvary quarries nearby supply granite for construction of some of the finest buildings in the State. The Raymond quarries have electrical installations requiring 1050 horsepower and are installing new machinery that will use an additional 150 horsepower. The works at Raymond employ 200 men, mostly highly-paid skilled mechanics.

In the group on the opposite page the first picture at the top shows a circular saw used in cutting granite. The saw runs in the opposite direction from the customary wood saw and cuts two inches of granite per hour. To the right is a general view of the quarries where granite is cut from the side of the hill.

In the center is a modern machine for cutting granite, and the lower left shows two giant saws for large blocks of stone. Lower right shows old method of cutting by means of sheet steel drawn back and forth across the stone. This machine cuts about two inches a day.

A heavy agricultural load was connected to San Joaquin Power lines in the Madera District during April, 52 consumers being served with 698.25 horsepower. The largest service was to the Chowchilla Colonization Company, 85 horsepower connected to be used for irrigation. Sixty horsepower was served Geo. and Brooke Mordecai near Madera. H. L. Neilson,

Madera, the United States Farm Land Company, Chowchilla, and Sturtevant and Wilson, Madera, were each served with thirty horsepower for irrigation. The balance of the load was in smaller installations.

Four new consumers were connected with 27.4 kilowatts in heating and cooking load and eleven consumers with lights.

Electrification of dairies is receiving attention in the Madera district, two milking machines having been added during the past month. These machines mean a big saving in labor and money, and pave the way for additional electrical equipment.

General conditions in the district continue good. The grain crop is maturing rapidly, with good crops, and about 75 per cent of the cotton acreage has been planted. Construction of the Cotton Oil Mill at Chowchilla is progressing; practically all the cement foundation has already been poured and two or three smaller buildings of corrugated iron have been erected. The mill will be ready for service about August 1.

CORCORAN DISTRICT

FRED C. CARROLL, *District Manager.*

During April we signed up 28 applications for power totaling 388½ horsepower. Three of these applications were to place in operation plants that have been idle for some time. We also signed up four cooking and fourteen lighting consumers with 58 kilowatts.

Business actually connected during the month called for a connected load of 490 horsepower. One hundred eighteen and one-half were increases in existing installations. The balance was new business. The largest connection was made for the Tulare Lake Dredging Company requiring 50 horsepower. The Lake View Creamery Company increased its installation from 25 horsepower to 53 horsepower. San Joaquin Cotton Syndicate was served with 30 horsepower. We connected 11.7 kilowatts in heating and cooking load and added fourteen lighting consumers to our books.

Local lettuce growers are now shipping their lettuce and anticipate a good price.

DINUBA DISTRICT

HAZEN G. REDFERN, *District Manager.*

General conditions in the district are very good. Indications point to excellent crops and good prices are anticipated.

Valencia oranges in the Orange Cove section are of fine quality this season and are netting the grower from \$3.00 to \$4.00 per box.

Mr. Wallace, a chemist from Oregon, has purchased 120 acres of land near Orange Cove for the purpose of growing peppermint. He has planted three acres this spring to test the adaptability of the soil and climate. If it grows successfully, Mr. Wallace will plant the remainder of his acreage next season.

During the month we secured the following new business: 246½ horsepower in agricultural motors, nineteen new lighting consumers and 28 kilowatts cooking and heating load.

BOLLER SUCCEEDS EASTON AS STOCK SALES MANAGER

F. V. Boller has been appointed Stock Sales Manager, succeeding Frank A. Easton, who has resigned from the company effective June 1.

"Vet" Boller has been with the company 21 years, rising from clerk and bookkeeper to various important positions, all of which he has filled with credit to himself and the company. He has been district manager three times, first in Coalinga, next at Santa Maria, where he worked so hard it was necessary to transfer him to the Kings River job where he completely regained his health, and from which work he was placed in charge of the Right-of-Way Department and then made District Manager of the Madera District.



F. V. BOLLER.

As Assistant Manager of the Commercial Department he continued to do excellent work, during the past two years. His selection as head of the stock sales department means that the high standard in that department set by Frank A. Easton will be continued. "Vet" is president of the San Joaquin Power Club of Fresno and is one of the most popular men in the entire San Joaquin Power organization. He has the co-operation and best wishes of the entire San Joaquin Power Family in his new work.

Frank A. Easton is leaving nine years' service with the San Joaquin Light & Power Corporation to enter business in Bakersfield. He has joined with Jas. R. Dibble, an old established tire and accessory dealer in the formation of a new company, the Dibble-Easton Co., Inc.



F. A. EASTON.

office where he was placed in charge of the stock sales department, which position he filled until his resignation. His work has always

Frank started in as water boy on the gas trenches of Kern County and worked intermittently during vacations periods at various positions. After completing his education at the University of California he entered the employ of the company as a clerk in the gas division and was later promoted to the position of Superintendent of the Bakersfield Gas Division. In March, 1923, he was brought to the Fresno

been of a high character. He possesses unusual organizational ability and has a personality that attracts friends. He has made a success of everything he has undertaken, and San Joaquin Power Magazine wishes him a continuation of success in his new venture.

FRESNO UNIT NATIONAL GUARD PRAISED BY GOVERNOR

Efficiency seems to be a habit with O. D. Martin, assistant chief clerk of the Fresno District, extending beyond his office duties and into another activity—not exactly work, nor is it play—let us call it the Game of Kings. O. D. is commanding officer of Headquarters Company No. 184, California National Guard, and his efficiency in promoting attendance of his company at drill has won the commendation of the War Department and a letter of congratulation from His Excellency, Governor Friend W. Richardson, Commander-in-Chief of the C. N. G.



O. D. MARTIN.

"O. D." and his company will participate in the summer training camp at Del Monte, leaving Fresno by special train on July 3 to arrive in Del Monte for the opening of the camp on July 4.

The Governor's letter to Martin follows:

STATE OF CALIFORNIA
Governor's Office

May 6, 1925.

1st Lt. Oscar D. Martin, Commanding officer,
Hd. Co. 1st Bn., 184th Inf., 1035 Harrison
Street, Fresno, California.

My dear Lieutenant Martin:

It has been brought to my attention that the Headquarters company, First Battalion, 184 Infantry, which you commanded during the last armory inspection made by a representative of the Federal Government, was given a rating of "very satisfactory."

I understand that this rating is the highest award the Federal Government gives; therefore, the showing made by your organization must necessarily have been a worthy one.

In view of the above, I feel that as commander-in-chief of the California national guard, I cannot let the opportunity pass without expressing to you and to the various individual members composing the organization my sincere congratulations.

To obtain the rating in question you and your organization must have expended much effort and hard work during the past year. This indeed is appreciation and I feel that like effort will be continued during the ensuing year. It is only by such means that our national guard may be efficient and worthy of the state it represents.

Yours sincerely,
F. W. RICHARDSON,
Governor.

Snook O'Brien's Farm

A Model Farm That Answers Questions Regarding Costs of Power and Water Pumped.

SNOOK O'Brien's Farm is a model electrically equipped eighty-acre farm, the best in California. Snook O'Brien's Farm is a traveling farm that will go about from place to place to be seen by all who are interested. It is a condensed story of what can be done by diversifying crops and the use of the proper type of electric irrigation system.

Snook O'Brien's Farm is a model of an eighty-acre farm in miniature, measuring eight feet long and four feet wide. It will be exhibited at the National Electric Light Association Convention, June 15 to 19, in San Francisco. It shows in exact proportion, fields, orchard, vineyard, irrigation system, home, barnyard, dairy and chicken yard of a typical Western farm and a group of statistics regarding each field and the home.

MODEL MADE BY SAN JOAQUIN POWER

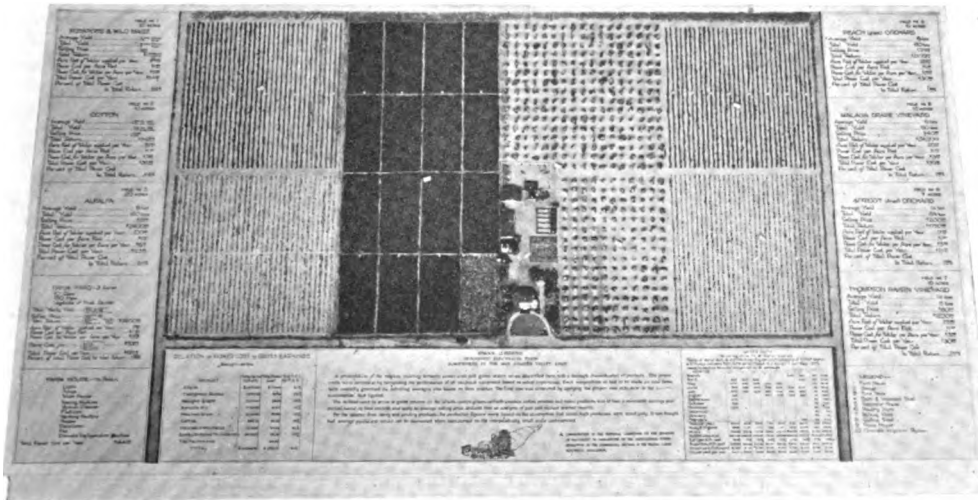
This model farm was worked out under the direction of A. M. Frost, manager of sales of San Joaquin Light and Power Corporation, as chairman of the Commercial Section of the Pacific Coast Electrical Association. The model was made by the engineering department of San Joaquin Power and is the contribution from the

Power Bureau of the Commercial Section of the P. C. E. A. to the California Committee on the Relation of Electricity to Agriculture. This committee, formed to make investigations and study the application of electricity to the farm, is composed of representatives from the American Farm Bureau Federation, the National Electric Light Association, the Power Farming Association, American Society of Agricultural Engineers, U. S. Department of Agriculture, U. S. Department of Commerce and U. S. Department of Interior. The California division of the National Committee is headed by L. J. Fletcher in charge of Agricultural Engineering of the University of California Agricultural Department at Davis, California.

Many models of electric and other types of farms have been made, but this is the first effort to show the application of electricity to the farm together with the relative costs of power for each group. In explanation of the idea back of the model farm, Mr. Frost says:

TO MAKE STATISTICS INTERESTING

"A great many of us have had the idea for a long time of a display showing in



The layout of a model electrical farm is shown in this miniature which is eight feet long and four feet wide and constructed to scale.

graphic detail the application of electricity to agriculture. We believe that in order properly to tell the story of the value of electric power in the operation of irrigation plants, we should have the information available in such an attractive form that those seeing it would be forced by the interest of the display to consider and analyze the figures submitted.

"Mere statistics are dry reading and the Snook O'Brien farm is an attempt to present the ideal electrified irrigated farm in a form that tells the definite facts of costs, but in such a way as to impress the casual observer."

In the display itself are visible the statistical tables of operation and production costs, so analyzed as to prove of help to the largest possible number of irrigation farmers.

The statistics used were compiled from averages as found in the San Joaquin Valley by members of the organizations carrying on the work, with the co-operation of others interested in agricultural work from other branches of the power industry.

EMPHASIZING DIVERSITY

The values of the crops and the tonnage records, as shown in the display, have been carefully considered and are felt to be conservative. The nature of the O'Brien farm, with its diversification of crops may,

factor of the irrigation plants, benefiting both the power company and the agricultural consumer. The consumer,—in this case our friend, Snook O'Brien,—is enabled by the diversity of crops to keep his installation running a great number of months during the year, and, as a consequence, gets into the lower blocks of the agricultural rate. He is also enabled to install a smaller plant than if his land were all planted to one product, for the reason that the one-crop ranch would require irrigation during only certain months of the year which would increase demand and lower load factor."

The photograph of the O'Brien farm unfortunately does not do it justice. It does however, give a suggestion of the completeness with which it has been worked out, and the wealth of helpful information which it presents.

POWER COST 3.4 PER CENT OF PRODUCT

An important point worth noting in the data made a part of the display is the average cost of power as compared to the total gross return. This figure is 3.4 per cent, and ranges from 5.1 per cent for alfalfa to 1.2 per cent for malaga grapes.

The following table, which is a recapitulation of the other tables shown, gives the relation of power cost to gross earnings:

RELATION OF POWER COST TO GROSS EARNINGS

Recapitulation.				
<i>Product</i>	<i>Acres</i>	<i>Total Gross Return</i>	<i>Total Power Cost</i>	<i>Per Cent of T. P. C. to T. G. R.</i>
Alfalfa	20	\$ 2,400.00	\$123.45	5.1%
Thompson raisins	10	1,200.00	30.86	2.6
Malaga Grapes	10	2,400.00	30.86	1.3
Apricots, dry	7	1,750.00	21.37	1.2
Peaches, green	10	2,100.00	30.86	1.5
Cotton	10	843.75	38.32	4.5
Potatoes and milo maize	10	1,775.00	54.26	3.1
Cows, chickens and truck garden	3	3,200.00	62.19	1.9
The farm house			144.00	
Total		\$15,668.75	\$536.17	3.4%

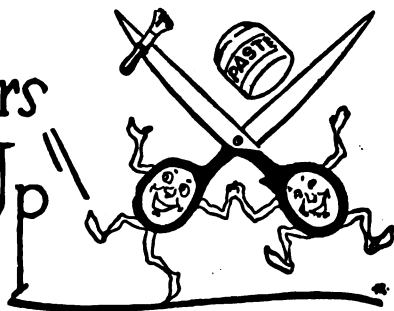
of course, lead to a better cost record than would be possible on a one-crop farm. Referring to this advantage, Mr. Frost says:

"The very great desirability of diversified agriculture is well appreciated throughout the state, and such diversity will have a natural tendency to improve the load

The farm home is completely electrified having an electric range, water heater, refrigerator, water pressure system and other home conveniences. The cost of the power for the home is estimated at \$12 per month, which amount goes into the total power cost, but upon which no income is figured.

The Jolly Little Shears

"How They Do Cut Up"



Farmer: "Be this the Woman's Exchange?"

Woman: "Yes."

Farmer: "Be ye the woman?"

Woman: "Yes."

Farmer: "Well, then I think I'll keep Maggie."

A girl walked into a drug store and asked the druggist if he could fix a dose of castor oil so that the oil would not taste.

"Certainly," said the druggist. "Won't you have a glass of soda water while you wait?"

"Oh, thank you," replied the girl, and drank the soda. As she seemed to hesitate for a moment, the druggist asked her: "Is there something else, Miss?" "Yes," she replied, "where is the oil?"

"Oh," said the druggist, "you drank the oil in the soda water!"

"My goodness!" exclaimed the girl, "the oil was for mother."

ALL SAFE

The Smiths had started on their vacation.

"Oh, George," suddenly shrieked the wife, "I forgot to turn off the electric iron."

"Nothing will burn," replied George. "I forgot to turn off the shower bath."

SOME HOPE

The guy that gives me

A PAIN

Is the bird that thinks

the world has all

GONE BAD

He's always sour when folks

are glad,—

So sometimes I hope he's

out some place and

LAUGHS

'Cause then he'll

Break his face.

The Bride (at the telephone): "Oh, John, do come home. I've mixed the plugs in some way. The radio is all covered with frost and the electric refrigerator is singing 'Way Out West in Kansas.'—*Life*."

Judge: "Do you wish to marry again if you receive a divorce?"

Liza: "Ah should say not! Ah wants to be withdrawn from circulation."

Alice: "Oh, I just adore Keats."

Ikey: "Oy, it's a relief to meet a lady vot still likes children."

HONESTY

"Say, niggah, cain't you all play honest? Ah knows what cards ah done dealt you."

They were a young married couple, and John had been trying for days and days to teach his nervous little wife how to drive their new car. One afternoon they were out on a narrow country road with the car, and wifey managed to drive along nicely for a short distance. Suddenly, at the sight of a large tree, looming up on the side of the road, she exclaimed, "John, you take the car. Here comes a tree!"

A minister recently visited a friend, who has a small daughter, who owns a dog. He noticed that she continually called him "Moreover."

"Where did you get the name for that dog?" he said.

"From the Bible," she replied.

"From the Bible! How is that?"

"Do not you remember," she said, "in the story of the rich man and Lazarus, it is said, 'Moreover, the dog, came and licked his sores?'"

KNOWLEDGE OF FIRST AID**TREATMENT PROVES USEFUL**

The increasing number of automobile accidents throughout the United States is bringing impressively to the public mind the necessity of doing something, and doing it now, to decrease the dangers of the road. Various suggestions and solutions to solve this serious problem have been offered. Many of them are good, all are worth considering, but it is only on one point that a majority of interested individuals and organizations reach an agreement. This point is education. Teach the public to think Safety First. If the seriousness of accidents is realized, a start has been made in the right direction. In this important work of conducting an educational campaign, the San Joaquin Light and Power Corporation is one of the pioneers.

For some months this company has been "selling" the idea to employees, the plan being based on the principle that knowledge of First Aid results in an immediate realization of the extreme necessity of being more careful in the performance of duties. If First Aid methods are known and are properly rendered, many small accidents are prevented from becoming serious. Since San Joaquin Power started its classes of employees in the study of First Aid measures and conducted courses in Safety Practices, keen interest has been developed. This training is very valuable to any employee, and to the public as well. By the organization of First Aid teams it is believed the educational work can be spread to the general public by appearing before Farm Centers, service clubs,

As an illustration of the success of these lessons in Safety Practices and First Aid methods of treating injuries, and how the demonstrations have been absorbed in the minds of employees, it is interesting to record the experience of J. E. (Jack) Hammond of the Dinuba District office of San Joaquin Power. After receiving three days of instructions in the school conducted at the Dinuba office, Hammond, in the course of his outside duties as power salesman, was driving near the Orange Cove school house. His attention was directed to the playground of the school yard by the cries of a child. He investigated and learned that the child while at play had fallen from one of the balancing boards.

The little boy had received a broken arm. Hammond brought into use his First Aid studies. He soon found a small board for a splint, set the arm, and bandaged it with several handkerchiefs. A physician arrived on the scene some time later, and pronounced the arm properly set.

This instance is cited as a splendid example of the service which it is possible for employees to give after they have been carefully trained. Buford Babbs was recently appointed Safety Inspector and Instructor in Safety Practices for San Joaquin Power and Midland Counties systems. Babbs will organize First Aid crews in the various districts.

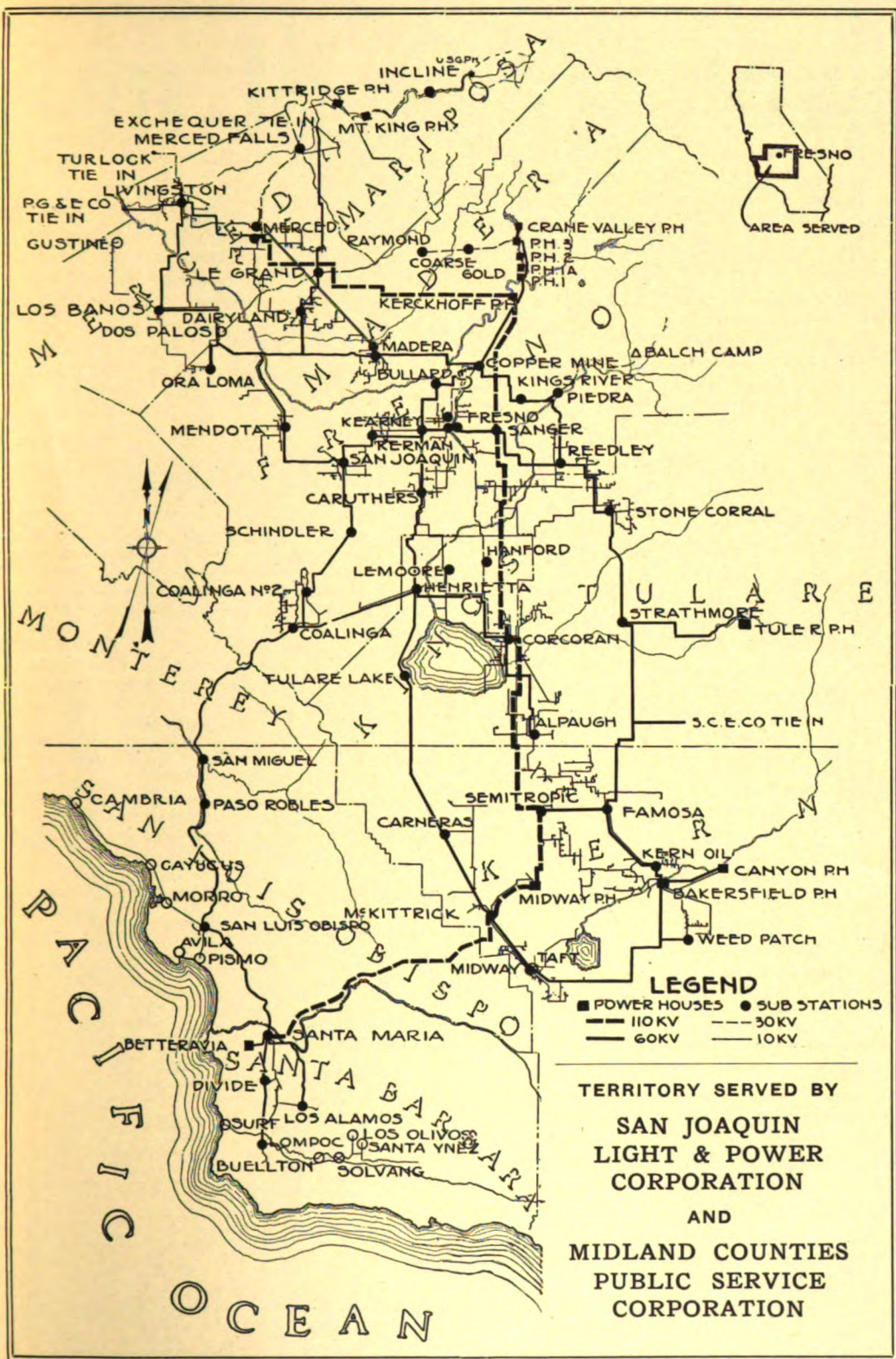
**HOME LIGHTING CONTESTANTS
WIN SPECIAL AWARDS**

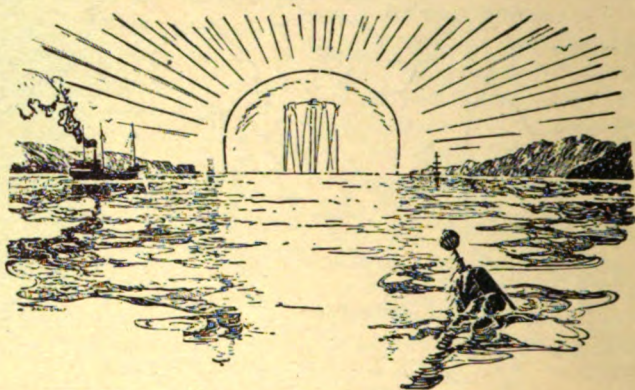
Special Recognition from the National Electric Light Association have been awarded in recognition of the particularly high quality of some of the entries in the Better Home Lighting Contest recently conducted among the school children in the United States and Canada. San Joaquin Power is justly proud that five of these should come to children in our territory. These awards, consisting of a medal and certificate, were given to Dorothy Woods, Chowchilla, Eulalie Steinhour, Madera, Edna Ohman, Fresno, Margie May Drake, San Luis Obispo and Lloyd Phelps, East Bakersfield.

Each of the above received district prizes ranging from five to seventy-five dollars and while they were not awarded national prizes, the fact that their essays were selected from among the best of over 45,000 entries representing 4,784 communities of the United States and Canada is a marked achievement.

**SAN JOAQUIN POWER
MAGAZINE****TABLE OF CONTENTS****APRIL, 1925**

	PAGE
An Empire Made to Order - -	1
"Madera" Means "Timber" - -	4
The Mountains of Madera County	7
"The Land of the Big Grape Vine"	11
Water For Madera County - -	13
Madera One of First to Get Power	15
Editorial - - - -	18
Around the Loop - - - -	20
"Snook O'Brien's" Model Farm -	29
"The Jolly Little Shears" - -	31
Safety First - - - -	32





New Light From the Golden Gate

COMING to San Francisco for new light on its problems, the National Electric Light Association will hold its annual convention from June 15th to 19th.

The delegates will not only meet for discussion but they will also profit by a personal inspection of the great electrical developments of which the Pacific Coast can justly be proud.

This is a great get-together of electrical men from all over the country. It is a meeting of the interests of better public service. It gives the light and power men of one section an opportunity to study the methods of every other.

This exchange of ideas is one reason why America has cheap and abundant electric service. During the coming year homes will be the brighter for this new light from the Golden Gate.



Representatives from San Joaquin Power will be in attendance at this Convention to gather facts and new ideas that may be used for the betterment of San Joaquin Power Service.